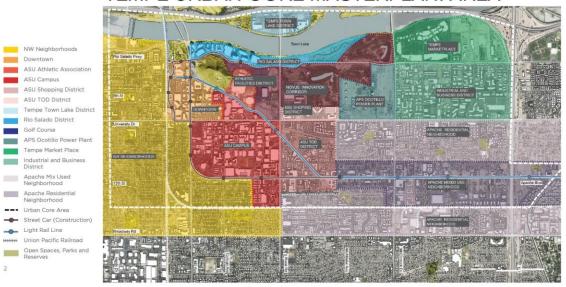


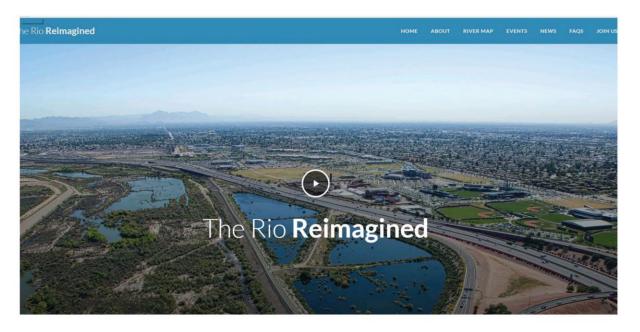




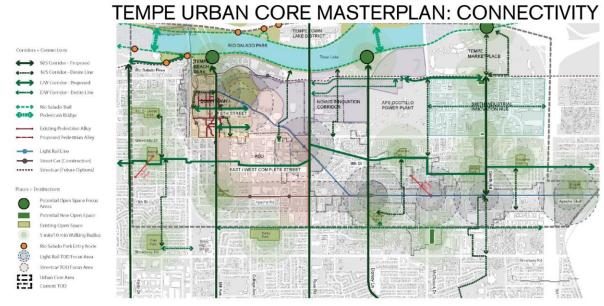


TEMPE URBAN CORE MASTERPLAN: AREA















Help us imagine Rio Salado Beach Park's full fruition.

- Point of Pride?
- 2. How do you see this park in 20 years?
- Value to your business/organization as a place to engage in?
 Up Close? (The Path + Park)
 From a Distance? (The View)
- How will the park be embraced, created by stakeholders?
 Opportunities for Public/Private Investment, Collaboration with Nonprofits, Development of Park Foundation or Trust.

- 5. How will you help shape the Point of Pride by your presence? Value Added BY You?
- 6. How will being on the park shape your Identity and Brand? Value Added FOR You?
- 7. Missing Pieces: What would you add?
- 8. Biggest Obstacles: What would you subtract?
- 9. Economic Value: Most favorite thing here...?
- 10. Best Practices: Interesting thing seen elsewhere...?

PARK HISTORY

Between 500 A.D. to 1450 A.D. prehistoric Hohokam Indians use the river as part of their canal system.

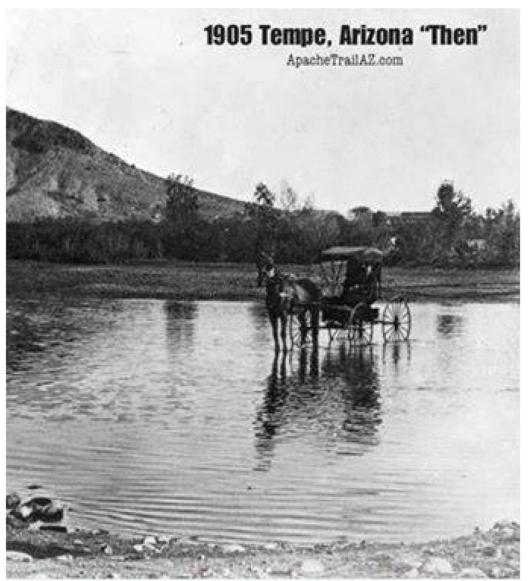
In 1871, Charles Hayden started the Hayden Ferry crossing at the Salt River "Narrows," using the water from the river for the flour mill.

In 1931, crews constructed the Mill Avenue bridge across the Salt River where Hayden's Ferry had crossed.

In 1966, **Dean James**Elmore challenged his
design students at ASU to
create concepts that utilized
the dry river bed.

Today, Tempe Town Lake is the second most visited site in Arizona. The Grand Canyon is #1. More than 2.5 million people visit Tempe Town Lake every year.

Information courtesey of www.tempe.gov







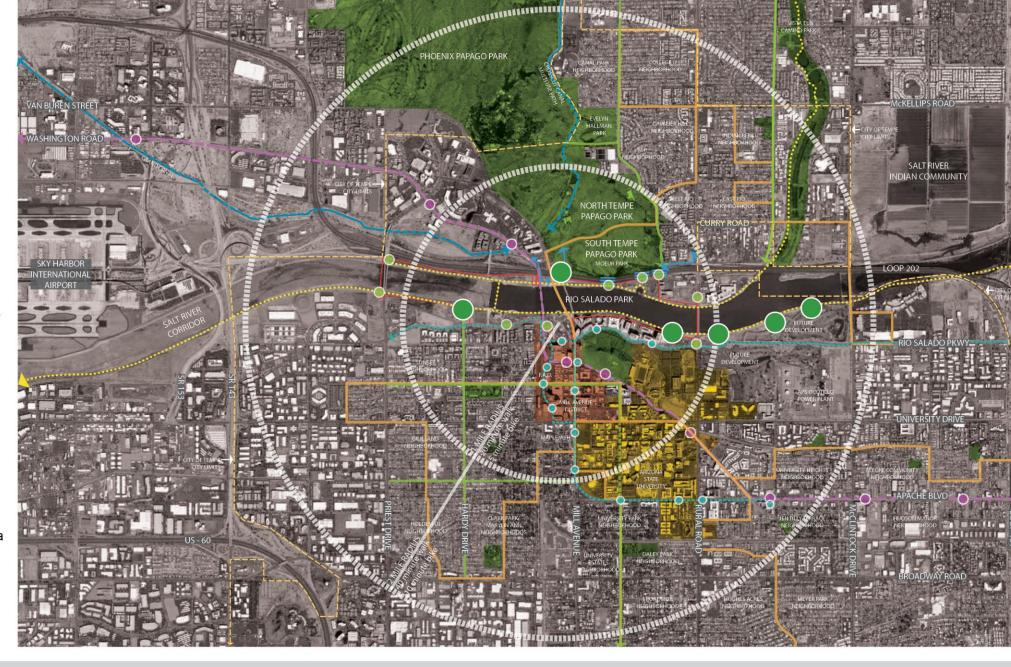






AN ACTIVE EPICENTER **FOR A VIBRANT DOWNTOWN**

- Amenities within 2 mile walking & biking radius
 - --1 mile = 20 min walk & 5 min bike ride
- Points of interest: Desert Botanical Garden, Phoenix Zoo & Indian Bend Wash
- Cultural amenities: Marquee Theater, Pueblo Grande Museum & Tempe Meadows
- Transit within Urban Core: Light Rail, Street Car, Orbit, Bike routes, Bus, etc.
- Adjacent to Phoenix Sky Harbor International Airport
- Open green space: Papago Park Preserve & Hayden Butte
- Historic landmarks: Lo Piano Bosque, Hayden Flour Mill & Tovrea Castle
- Sports Venues: Sun Devil Stadium, Tempe Diablo Stadium & Wells Fargo Arena





















LARGEST EVENTS IN TEMPE BEACH

 Aloha Fest 	100,000
 Octoberfest 	100,000
 Kiwanis 4th of July 	50,000
 Rock 'n Roll Marathon 	35,000
 Pat's Run 	35,000
 Ironman 	20,000
 Innings Festival (New) 	30,000











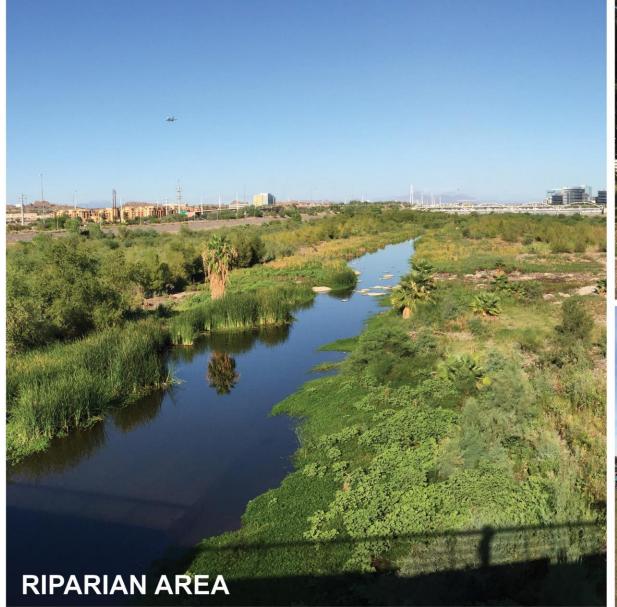










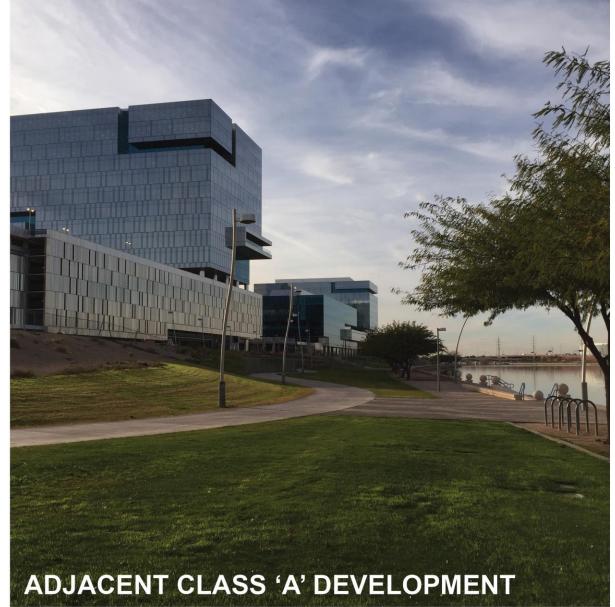






















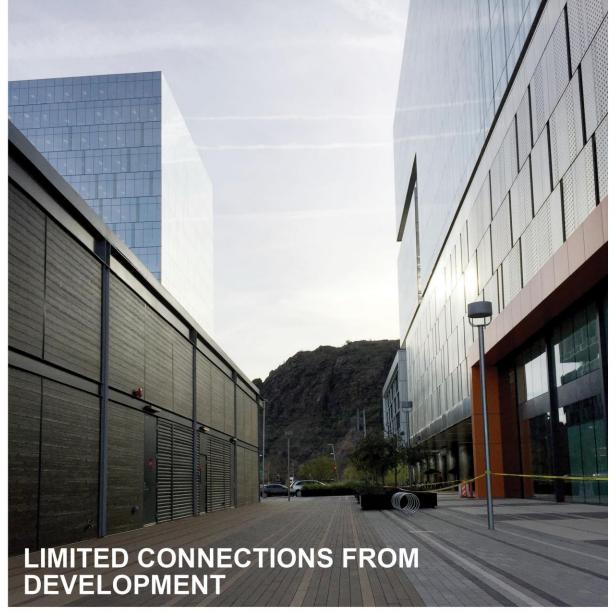










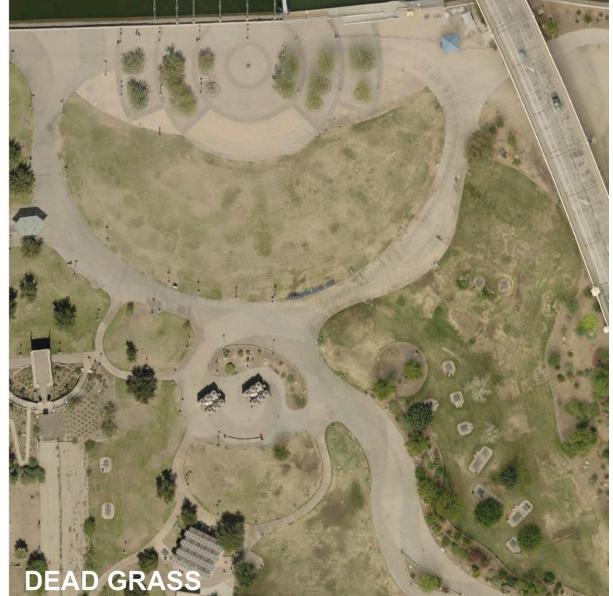












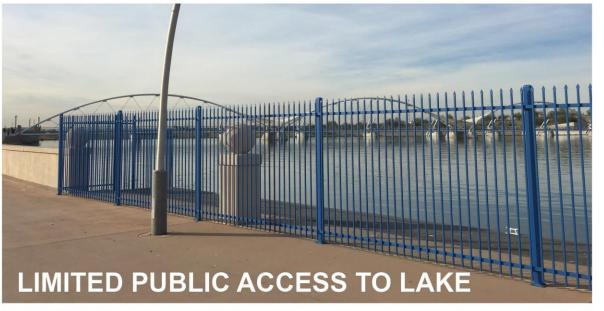










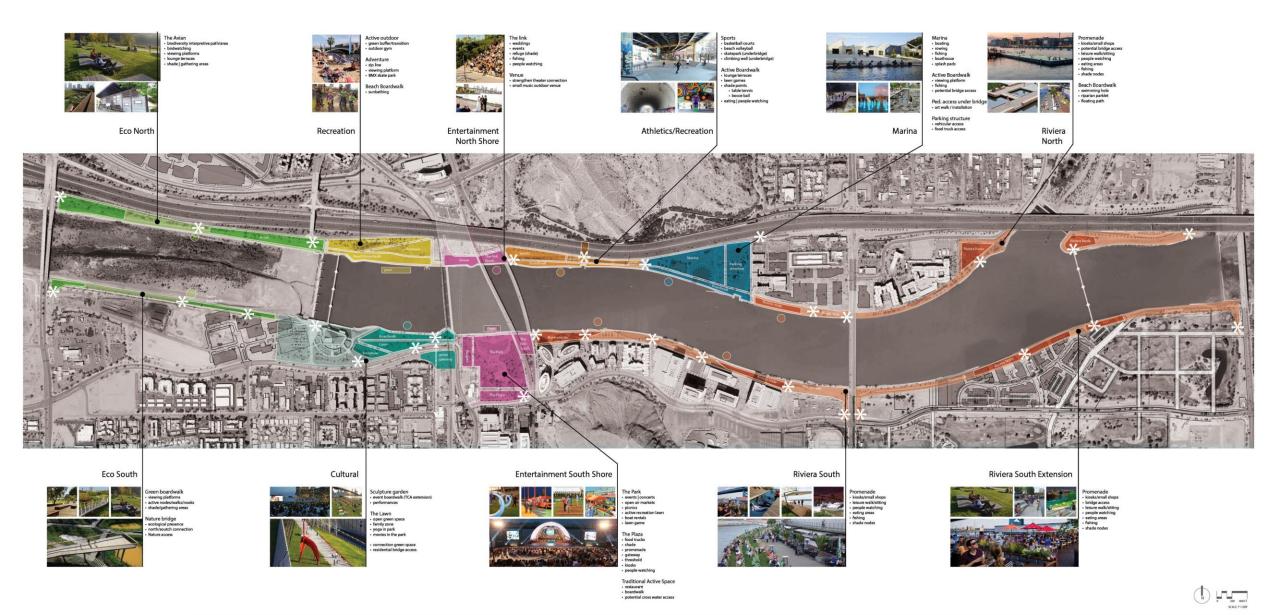








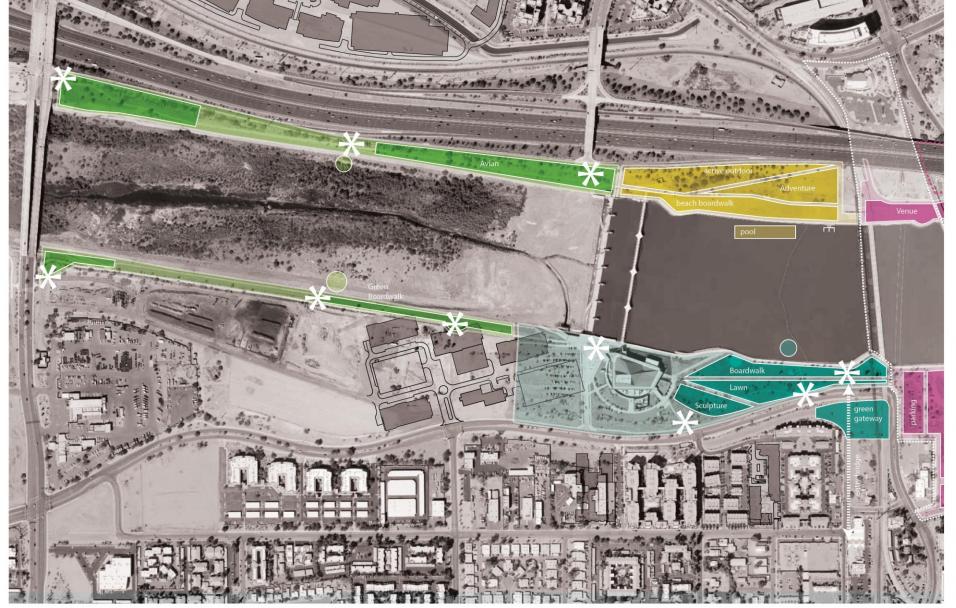












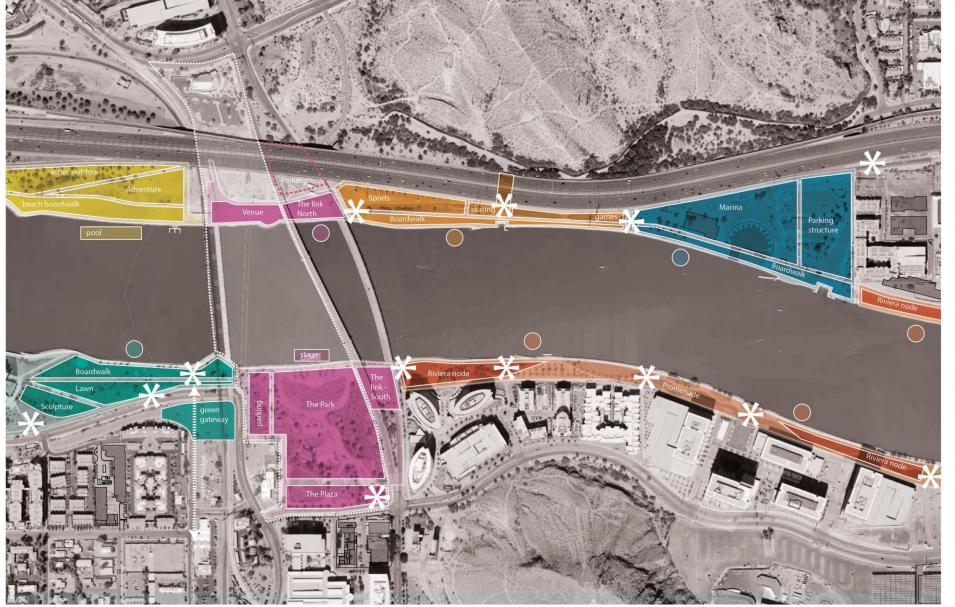


























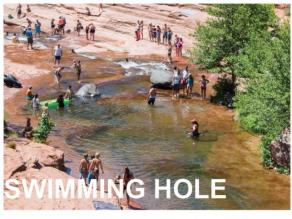








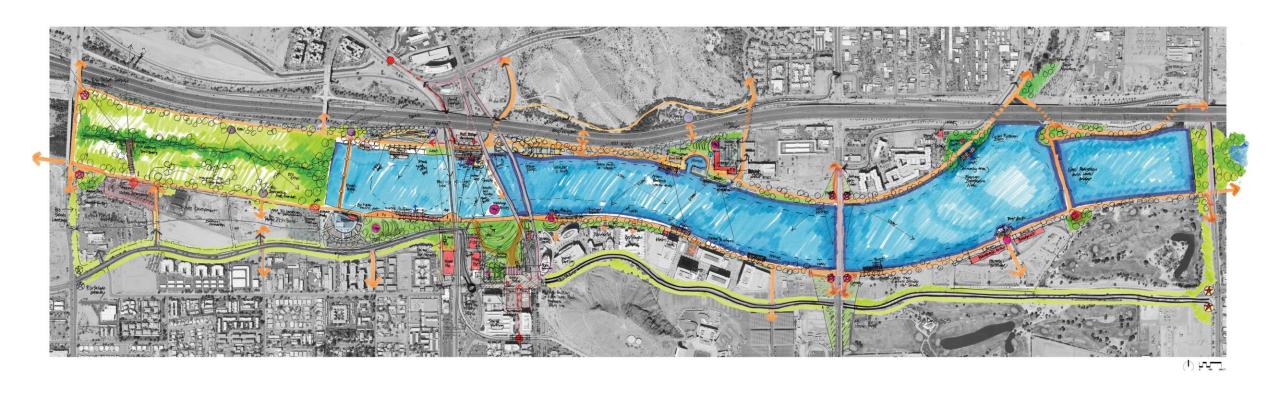






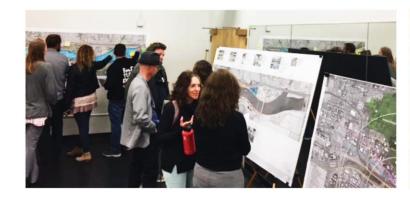


























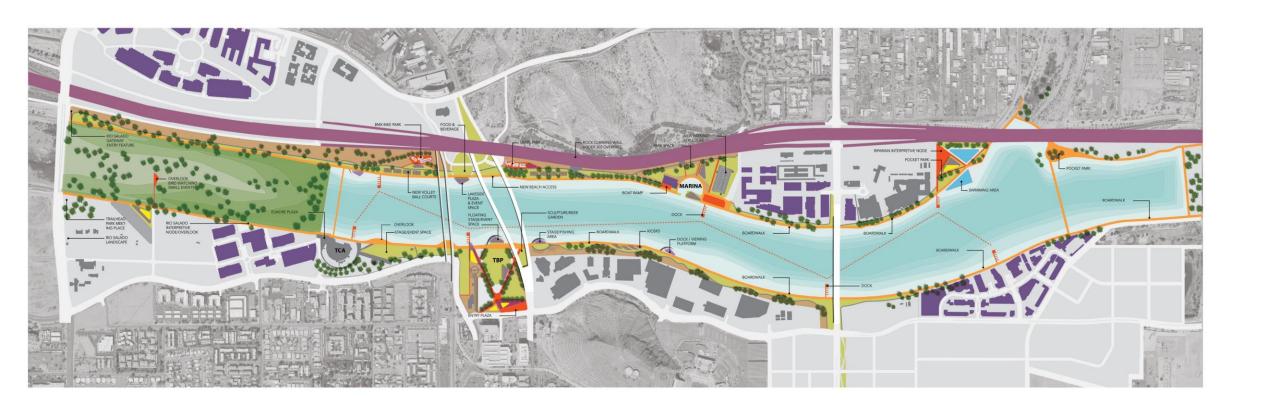






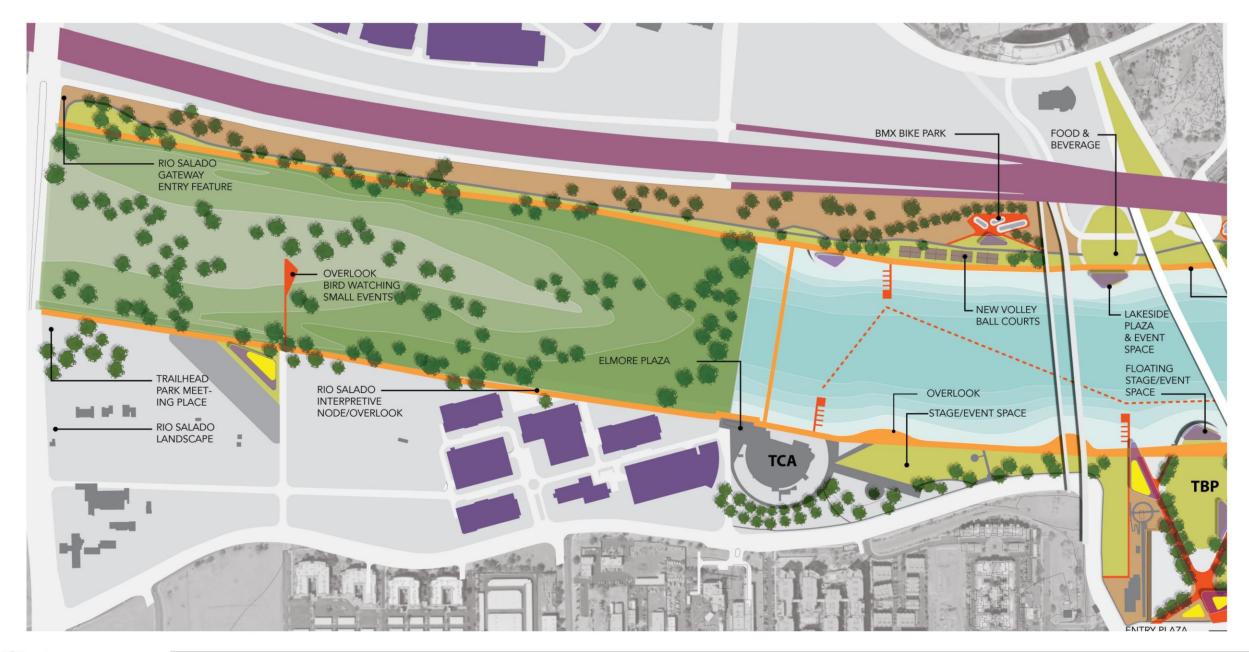








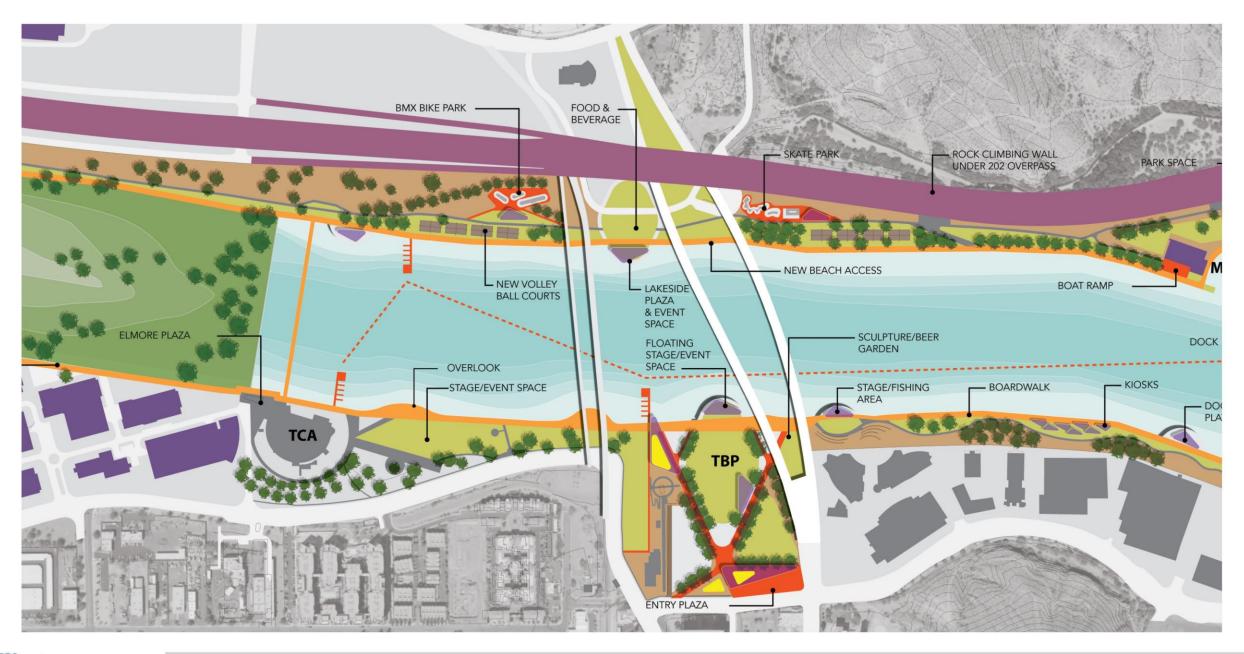
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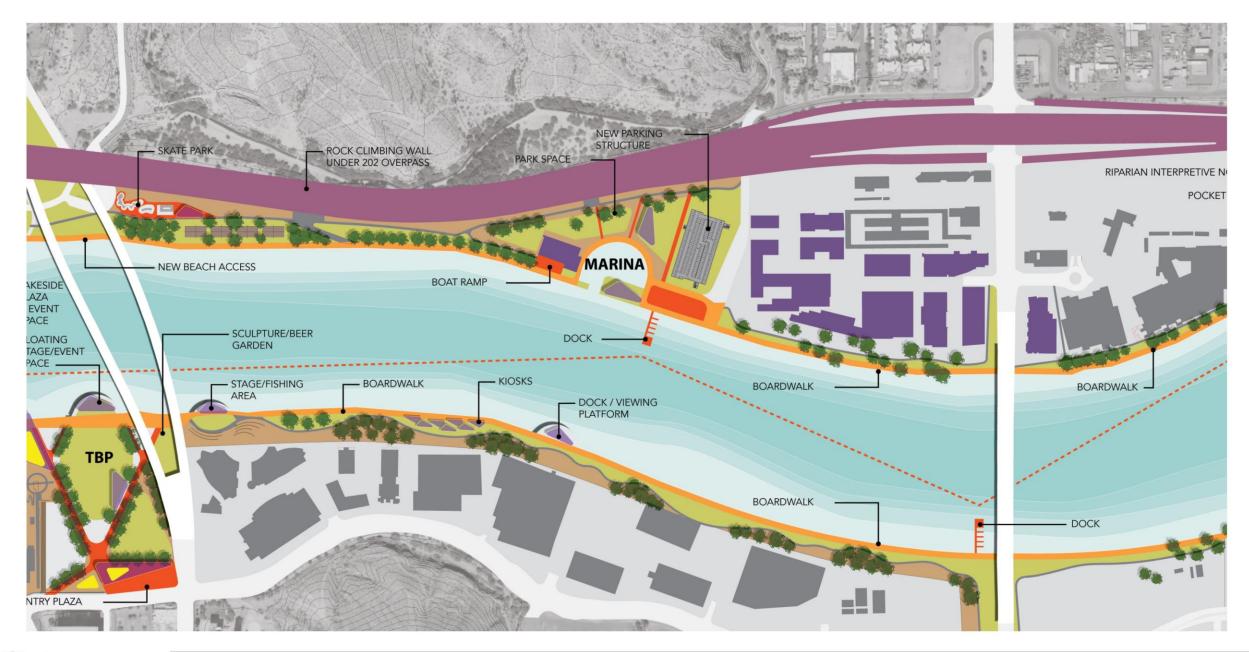








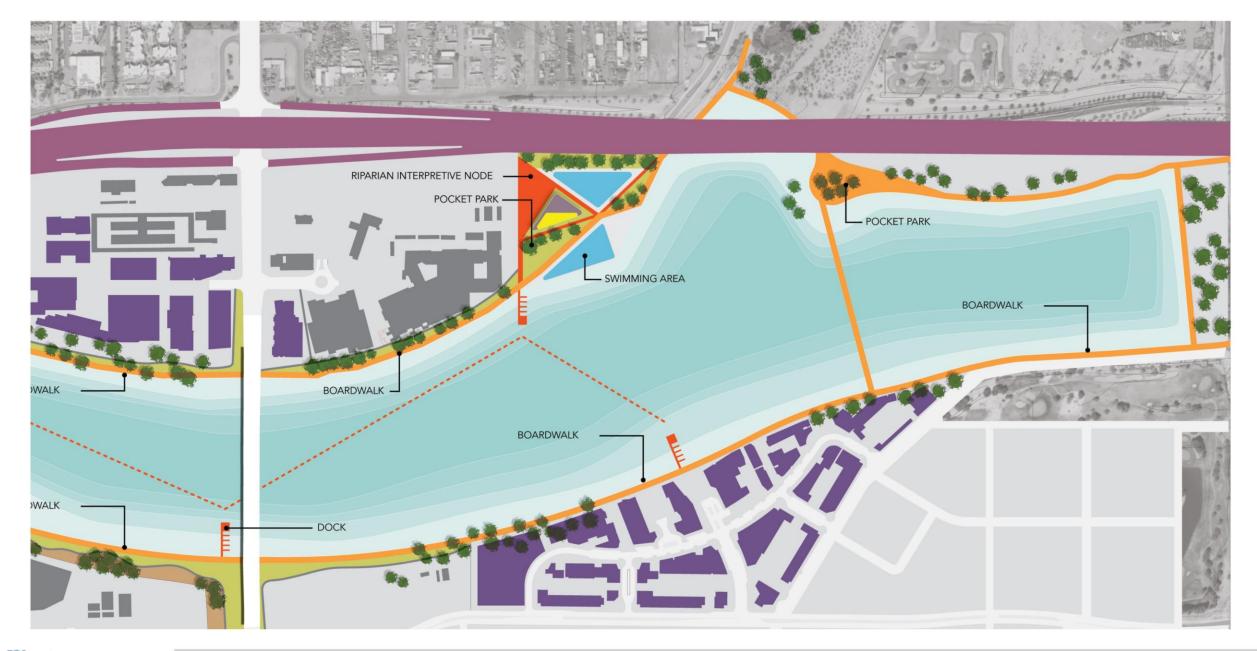








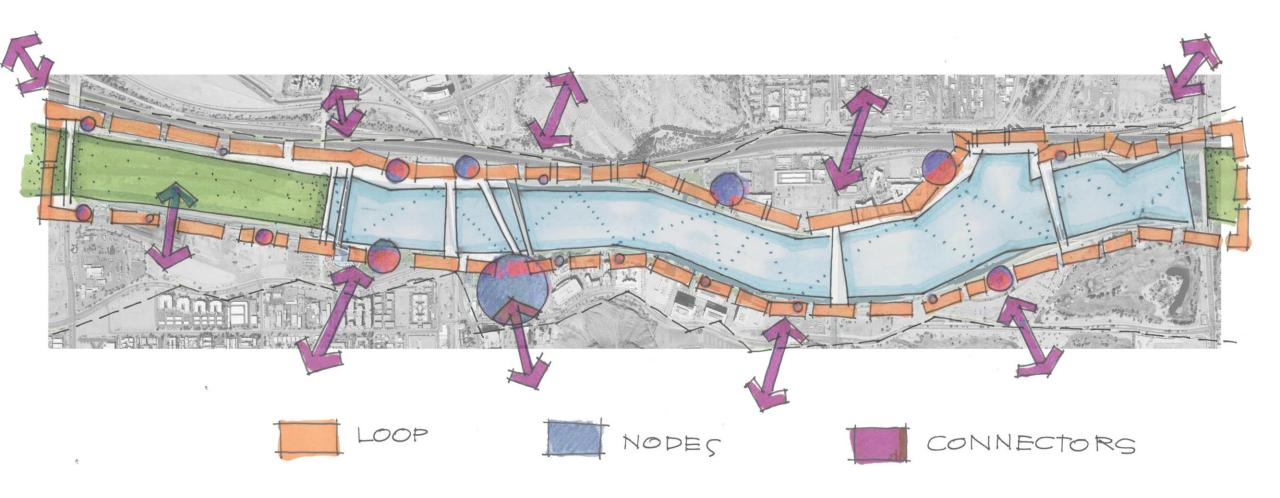




















Fall 2018:

Final Public Review

Council Work Study Session = Sept. 20

Regular Council Meeting = Nov. 29



